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EFFECT OF TRANSFORMATION PROCESSES IN THE FORMATION DESTRUCTIVE VALUES UKRAINIAN CITIZENS

The article discusses the features of a personal value system in conditions of social transformations that have taken place in modern Ukraine. It was found that the negative impact of economic, political and legal aspects of the causes the appearance of a curved personal value system, which is a significant element of corruption. On the basis of value-determination of the value of the normative approach examined the relationship of the individual to modern aspects of his life. It was determined that corruption is a phenomenon that has become an objective value based on its penetration into all spheres of public life, and it becomes a significant factor for achieving personal goals. It was stated that the correlation of corruption with individual needs and objectives of activity of the subject makes the acquisition of its value the content and turning it into a personal value, originating in the psyche of an individual with a positive emotion corruption as instrumental value is merged with his cognition and is able to guide the activity of the individual in society. The proposed social and psychological measures that minimize the impact of corruption on economic and regulatory activity of the individual.

Key words: corruption, identity, values, social and regulatory activity.

Problem. Since Ukraine became independent a significant change in various spheres of social life of Ukraine took place. Transformation processes affected the economy, politics, law, culture, education, health and etc. The most affected was the consciousness of the Ukrainian citizens, as diametrically opposed values were communist and capitalist (market) societies. As you know, values, on the one hand, acts as a positive (or negative) significance for historically defined community or individual of any natural and social phenomena, processes and other real or ideal objects of evaluation. On the other – intrinsically subjective side – values are the views, beliefs, ideas and ideals, standards and samples, interests and life plans, under which and on which these objects are recognized as valuable, bad or indifferent-neutral.

Psychological orientation values due to their motive energy, participation in determining goals and means to meet their essence. They are the basis for decision-making criteria in order to seek what should and what should be avoided. Moreover, the values are the “arbitrator” in resolving internal conflicts, pointing to a better way, bring stability in the behavior of individual and community life, providing foresight.

When we know the ideas of man is that it grows ideals which it pursues goals, we can answer the question why and for what it provides or that act. So by the time of independence in the plane of the value of elections clearly defined value priorities of a large number of Ukrainian, which, unfortunately, not always coincide with the general human values. Social transformations and their consequences have led to the fact that for much of the Ukrainian term “corruption” was leading in achieving their goals or solve urgent problems of existence. Thus, no matter how often talked about the uniqueness of such a shameful phenomenon, in fact, corruption has acquired value for a large number of individuals.

The main material. Today there are different definitions of vision “corruption” Yes, Wikipedia corruption (from lat. *corrumpere* – damage) is defined as the unlawful activity that is used by officials of their rights and job opportunities for personal enrichment, bribery and corruption of public persons and politicians [1]. The

Law of Ukraine «On Combating Corruption» in Corruption refers to “... the activities of persons authorized to perform public functions, aimed at the misuse of their powers to obtain material goods, services, benefits or other benefits” [3].

Foreign researcher J. Moul Obzor on the basis of the results of the Commission International Transparency (ILC) infers that public officials and politicians are taking bribes from the causes of low wages in the public sector, because of the presence of the integrity of officials, a classifying their activities. At the same time, relatively countries moving towards a market economy marked weakening of state control, the process of privatization, expansion of foreign investment and trade [6].

Moul Obzor on the basis of research results «Gallup International» (defined tendency of exporting companies in bribes) found that “... always take bribes in Russia, Ukraine, Romania and Bulgaria. Never take in of Denmark, Sweden, Norway, Finland” [6, p. 97]. Although these results are not a national symbol of corruption, but they reflect the perception of certain state citizens of other countries. On the Corruption Perception Index (annually placed by the international organization Transparency International) in 2011 Ukraine ranked 152nd place with 183 (along with Tajik) and generally remains a country where most affected by corruption are justice, police, parliament and civil service system. According to opinion polls to assess the level of corruption in the country in 2011 was certified for entry into large-scale sizes. As the Razumkov Centre: 12% say that “bribes are all”; 49% – “many”, 29% – “some”. Only 2% of respondents believe that the country “almost no one takes bribes” [3]. Thus, 60.1% of respondents said they were engaged in corrupt relationships with government officials over the past 12 months [4].

The main reason for this is that Ukraine is among those countries where there is power to certain rules, not rules of law. So probably most of Ukrainian law understood as a manifestation of power those who are in the tree step above them (MPs, high officials, representatives of power structures and so on.) And have more rights.

In this sense we must admit the existence in our society a certain congruence between pro-social norms and standards that are inherent in the criminal community [5]. Thus, in the criminal world is condemned to notify law enforcement about the location of offenders and promoted tolerance of criminals. The same is observed also in relation to corruption. A reason for this is that the attitude of the majority of Ukrainian law enforcement institutions, most law enforcement officers recently deteriorated significantly and the trend does not change. During the period of transformation in the Ukrainian social environment was developed rate at which people used to ignore the fact that if the crime she suffers from the same social discrimination. Conviction for a crime or committing corruption is not crucial to the future successful career person or class of higher social status in society. Moreover, the variety of personal property corruption (graft) was formed under the influence of bribery and spreading it every day life in their eyes.

That is, in terms meet a variety of individual needs through a bribe – it becomes a regular phenomenon, which itself creates and multiplies stereotypes such illegal behavior. Demand causes supply, which ultimately leads to the "replication" of such activity, even in an environment where you need to meet legal way, but stereotyped thinking produces opinion – “easier and safer to bribe (gift) and choose your problem” or “bribe – a bonus for hard and thankless job”. Another reason that corruption has become valuable value is that at a time when social and even in the narrower sense, the legal standard will dictate one thing and socio-economic

conditions of other real role in choosing the direction of individual behavior, as usually play socio-economic factors.

However, we do not need absolute negative because in Ukraine there is a manifestation of a certain proportion of such action. Not all regions of Ukraine, and all the cities most people understand the law as a manifestation of power. Many of them consider the law as a social contract, which has responsibility for each public good [2; 7].

In general, the combination of dominant and first and second, which produces in the daily lives of Ukrainian citizens, management styles and their interaction. Thus, the loss of effective influence institutions of socialization, the decline of family values, the uncertainty of the political and socio-economic development, loss of faith in the future encourage the emergence of certain changes in the identity of the individual. And because there is reformatting identity of people who “come out” of the Soviet system of relations against the background of constant destruction of moral values, then replace them with new can take considerable time, and in some individuals this process may never end.

Actually, we propose to consider corruption as an instrumental value that determines direction of action of the subject, as legal as illegal and that in his opinion is better or more effective to meet their needs or implementing the corporate interest. This regulatory action subject of corruption involving matters within their authority as provided by legislative and other provisions, but that required a bribe.

Unlawful – contrary to applicable law or beyond the competence of the officer, but that the subject of corruption commits to obtain material goods, services, benefits or receive other benefits.

“Advantages” of corruption or their appraisal value for the individual are that:

- you can solve any issue, even outside their own expertise to enhance their own social status, expanding the scope of problems solved, communication, interaction with the "elite" great personal opportunity. This satisfies the need for respect from others and especially those who receive it from corruption benefits (family, friends, reference environment);

- feelings of personal superiority over others, authority and power can compensate for an inferiority complex caused subconscious motives that perform compensation functions;

- there are plans for another scale resolving personal problems and above all material nature, and issues near and dear. What was considered previously not available it is possible, simple and normal, due to rapid satisfy hedonistic needs;

- corruption saving time and then what time saving results in saving money;

- corruption leads to mutual responsibility and solidarity group provides “a sense of power”.

So given the above, corruption in the Ukrainian space should consider the prism of its management value for the individual. Especially difficult is the question of minimization of corruption as instrumental values of the individual. This is a more complex problem than the strengthening of criminal responsibility for committing corrupt acts, but at the same time, more effective and efficient.

Findings. As we consider this to be to increase pressure in the field of information policy, which should involve the media available (information assault). We're making corruption free as a value, due to the impact on people's minds. Content such impacts should be backed by examples of successful struggle against grafters, make fun of their actions, provide social proof pro-social algorithms for solving life's problems, to involve experts able to provide expertise, create fashion in young

people's scornful attitude towards corruption and graft, to conduct educational activities in higher Education with the assistance of leading experts from abroad and so on.

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Гарькавець С. О. Вплив трансформаційних процесів на формування деструктивних ціннісних орієнтацій українських громадян.

У статті розглядаються особливості формування особистісної системи цінностей в умовах соціальних перетворень, які відбулися в сучасній Україні. З'ясовано, що негативний вплив економічних, політичних та правових аспектів викликає виникнення деформованої системи цінностей особистості, яка виступає важливим елементом у процесі виникнення корупції. На підставі ціннісно-нормативного підходу розглянутий взаємозв'язок особистості з різними аспектами її життєдіяльності. Встановлено, що корупція є явищем, яке набуло значення об'єктивної цінності для індивіда, оскільки вона проникла у всі сфери суспільного життя та здебільшого виступає чинником, який забезпечує досягнення особисто значущих цілей. Зазначено, що переплетення корупції з індивідуальними потребами та цілями діяльності суб'єкта сприяє перетворенню її в особистісну цінність, а підкріплена позитивними емоціями, корупція набуває інструментального значення та можливості визначати направленість активності індивіда в суспільстві. Запропоновані соціально-психологічні засоби, які можуть мінімізувати вплив корупції на економічну та соціально-нормативну життєдіяльність людини.

Ключові слова: самоідентичність, цінності, соціально-нормативна активність.

Гарькавец С. А. Влияние трансформационных процессов на формирование деструктивных ценностных ориентаций украинских граждан.

В статье рассматриваются особенности формирования системы ценностей личности в условиях социальных преобразований, которые произошли в современной Украине. Было

установлено, что негативное влияние экономических, политических и правовых аспектов вызывает возникновение деформированной системы ценностей личности, которая выступает важным элементом, порождающим коррупцию. На основе ценностно-нормативного подхода рассмотрена взаимосвязь личности с различными аспектами его жизнедеятельности. Установлено, что коррупция представляет собой явление, которое приобрело значение объективной ценности для индивида, поскольку она проникла во все сферы общественной жизни, и во-многом выступает фактором, который обеспечивает достижения лично значимых целей. Отмечено, что переплетение коррупции с индивидуальными потребностями и целями деятельности субъекта способствует превращению ее в личную ценность, а подкрепленная положительными эмоциями, коррупция обретает инструментальное значение и возможность определять направленность активности индивида в обществе. Предложены социально-психологические меры, которые могут минимизировать влияние коррупции на экономическую и социально-нормативную жизнедеятельность человека.

Ключевые слова: коррупция, самоидентичность, ценности, социально-нормативная активность.

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